

Small & Home-based Business Workshop Series

Succeeding Online

Instructor: Joe Alagna, Internet Marketing Specialist, Personaweb

- Understand what the Internet can do for you
- Accomplish your e-commerce objectives
- Learn what products and businesses do best online
- Learn more about planning your website
- Learn some online marketing methods & strategies

Saturday, June 23, 2004

6:30 to 8:00 p.m.

Community Building, Room A, 2001 Grand Avenue, Chino Hills

Fee: \$15.00

Co-sponsored by:



Have a Successful Home-based Business!

Instructor: Robert Usher, Inland Empire Small Business Development Center

- Requirements for Home-based Businesses in Chino Hills
- Steps to a Successful Home-based Business
- Business Plans
- Tax Facts

Wednesday, July 7, 2004

6:30 to 8:00 p.m.

Community Building, Room A, 2001 Grand Avenue, Chino Hills

Fee: \$15.00



Marketing Your Business, Part 1

Instructor: Vincent McCoy, Inland Empire Small Business Development Center

- Market Analysis
- Demographic Information
- Overall Industry Trends
- Specific Competition
- Developing a Marketing Strategy

Wednesday, July 21, 2004

6:30 to 8:00 p.m.

Community Building, Room A, 2001 Grand Avenue, Chino Hills

Fee: \$15.00



Marketing Your Business, Part 2

Instructor: Bruce M. Wood, Co-publisher Champion Newspapers

- Building a Professional Image
- Understand Your Target Customer
- Low-cost Advertising Alternatives
- Effective Print Advertising
- When to Advertise and How Much to Spend
- Introduction to Direct Mail Advertising

Wednesday, July 28, 2004

6:30 to 8:00 p.m.

**Community Building, Room A,
2001 Grand Avenue, Chino Hills**

Fee: \$15.00

 **To sign up for one or more of these workshops call (909) 364-2700.**

Authorization No. 33-0490245-01

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